# Lecture 4 PARADIGMATIC SEMASIOLOGY:

# FIGURES OF QUALITY

SEMINAR OUTLINE

* Paradigmatic semasiology: figures of quality
* Metaphoric group
* Metonymic group
* Contrast group

# Paradigmatic semasiology: figures of quality

Paradigmatic semasiology stidies figures of replacement which include two classes – figures of quantity (see seminar 3) and figures of quality.

In **figures of quality** renaming is based on transfer of meaning by similarity, by contiguity, by contrast.

# Metaphoric group

Transfer of names by similarity implies that one denomination is replaced by another denomination on the basis of likeness or analogy between the two objects or notions which are compared in the speaker’s mind. Transfer based on similarity forms **the metaphoric group** which includes metaphor (*a shadow of a smile, a ray of hope, floods of tears, a storm of indignation*), personification (*Even the chairs were bored*), allusion (*The rain stopped. What had been a Niagara was now a little more than a drizzle*), antonomasia (*This guy is an Einstein; He bought 5 Cézannes; Mr. Snake; Mr What’s-his-name*).

# Metonymic group

Transfer based on contiguity involves real connection existing between the two notions: the one which is named and the one which is implied. Transfer of names by contiguity constitutes **the metonymic group** which includes metonymy (*The kettle is boiling; The maid was cleaning silver; Blue suit grinned*), synecdoche (*Hands wanted!*; *A fleet of 50 sails*), periphrasis (*daughters of Eve; Land of the Rising Sun; The Iron*

*Lady; alterations and improvements on the truth*), euphemism (*economic mismanagement*; *armed conflict*; *undernourishment; differently sized*).

# Contrast group

Transfer based on **contrast** implies the discrepancy between what is said and what is meant: the contextual meaning of a word is directly opposite to its dictionary meaning. It is observed in verbal irony (*A fine friend you are! That’s a pretty kettle of fish!*) and astheism (*Clever bastard! Lucky devil!*). Ironic effect can also be achieved as a result of the mixture of registers of speech, which implies the use of high-flown, elevated linguistic units with reference to insignificant, socially low topics.